LEARNING RESOURCES
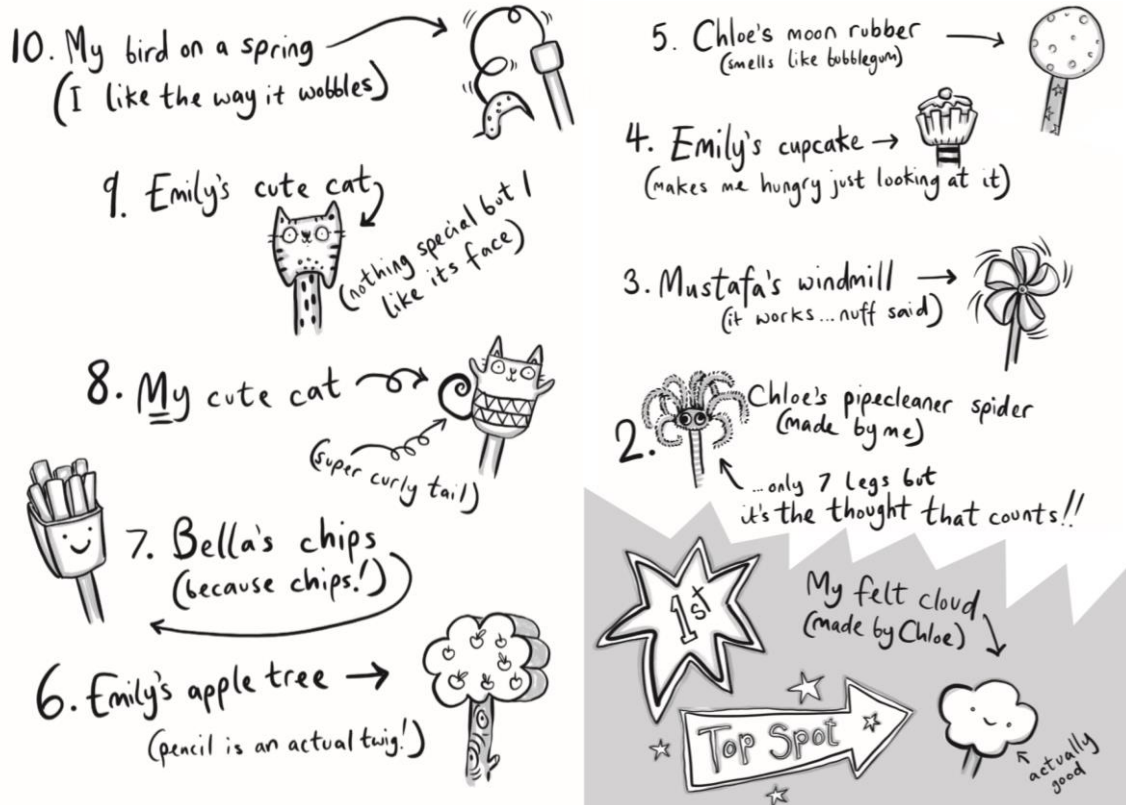
Design Technology Pencil Topper Challenge

In Scribble Witch, Molly loves pencil toppers. She even has a top ten of all her favourites.

10. My bird on a spring
(I like the way it wobbles)

9. Emily's cute cat
(nothing special but I like its face)

8. My cute cat
(super curly tail)

7. Bella's chips
(because chips.!)

6. Emily's apple tree →
(pencil is an actual twig!)

5. Chloe's moon rubber →
(smells like bubblegum)

4. Emily's cupcake →
(makes me hungry just looking at it)

3. Mustafa's windmill →
(it works...nuff said)

2. Chloe's pipecleaner spider
(made by me)
...only 7 legs but it's the thought that counts!!

1st Top Spot

My felt cloud
(made by Chloe)
actually good

Pencil toppers can come in many forms. You can do this design technology challenge at home or with your class.

Based on *Scribble Witch: Notes in Class*, by Inky Willis
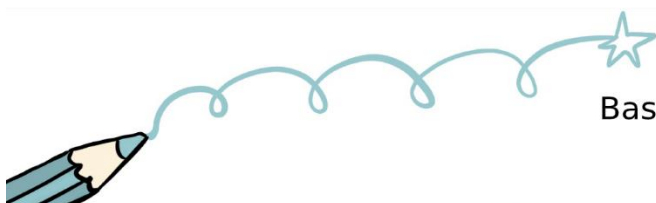
Getting Started:

Product Research

Check out any pencil toppers you already have at home. Think about what makes them good and what could be improved. If you don't have any, look up a few online. You can use this table to help you:

Sketch of the product:	Materials it is made from:	Score out of 10:	What makes it good?	What would you improve?	Any other notes:

Customer Research

Now, try to find out what the market is looking for. You could ask your brothers and sisters, cousins or friends. Try to think of three questions that will help you to design a super-duper pencil topper that will sell to many customers. These could be about size, themes, materials, extra features etc.

For each question you need three to five responses. This is called a multiple-choice question.

For example, what colour pencil topper would you like to have?

red	blue	green	yellow	rainbow

You can design your customer research questions on the table below. When it is ready, ask as many people as possible to answer your questions. Use tally marks to collect the answers. When you've asked as many people as you can, total up the tally marks to see which responses are the most popular.

Question:				
Option 1:	Option 2:	Option 3:	Option 4:	Option 5:
Total:	Total:	Total:	Total:	Total:
Question:				
Option 1:	Option 2:	Option 3:	Option 4:	Option 5:
Total:	Total:	Total:	Total:	Total:
Question:				
Option 1:	Option 2:	Option 3:	Option 4:	Option 5:
Total:	Total:	Total:	Total:	Total:

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Designing:

First, look at your research. This should help you think about what would make a popular pencil topper. Is there a colour that multiple people like? Do lots of your customers want the same theme? Try to use these popular preferences to guide your design.

Now, to get creative! Have a go at sketching your design. Think of this sketch as a first draft. It doesn't need to be perfect yet, just get some ideas going. Try to label special features or parts that will move, come off, or contain something exciting. Consider what each part will be made of and label that, too.

For your second draft, try to solve any issues and make sure you have the materials required to make it.

My Pencil Topper Designs:

| Draft 1:	How can I improve it?
Draft 2:	**What materials do I need?**
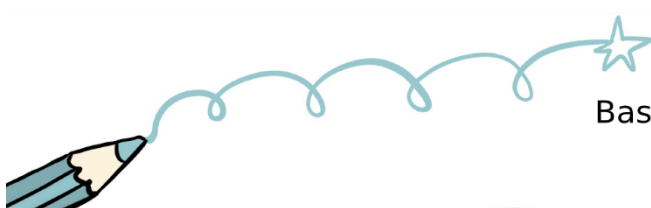
Making:

Time to get making!

Collect the materials together first. You could use modelling clay and/or recycled materials from your house. Think about how you will cut any parts carefully and ask an adult to help if needed.

It might help to make a template from paper or card for tricky shapes. You can draw this and cut it out to lay on top of the real materials to help you mould or cut out the precise shape.

Take a photo of your finished item and stick it here:
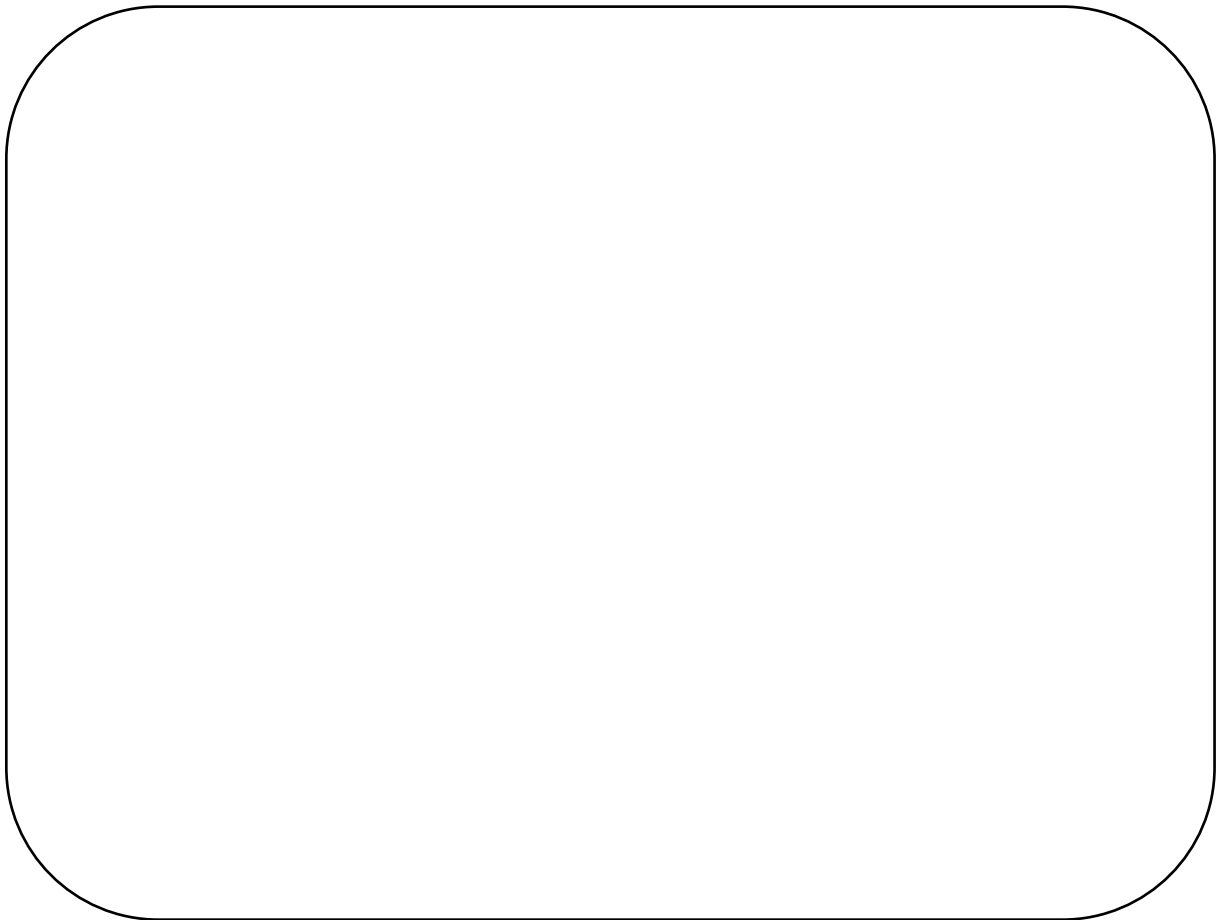
Evaluation:

Once your product is made, you should feel very proud of it! This is a good time to think about all the things that make it a super success and suggest one or two ways it could be improved. Try answering the following questions to guide your evaluation:

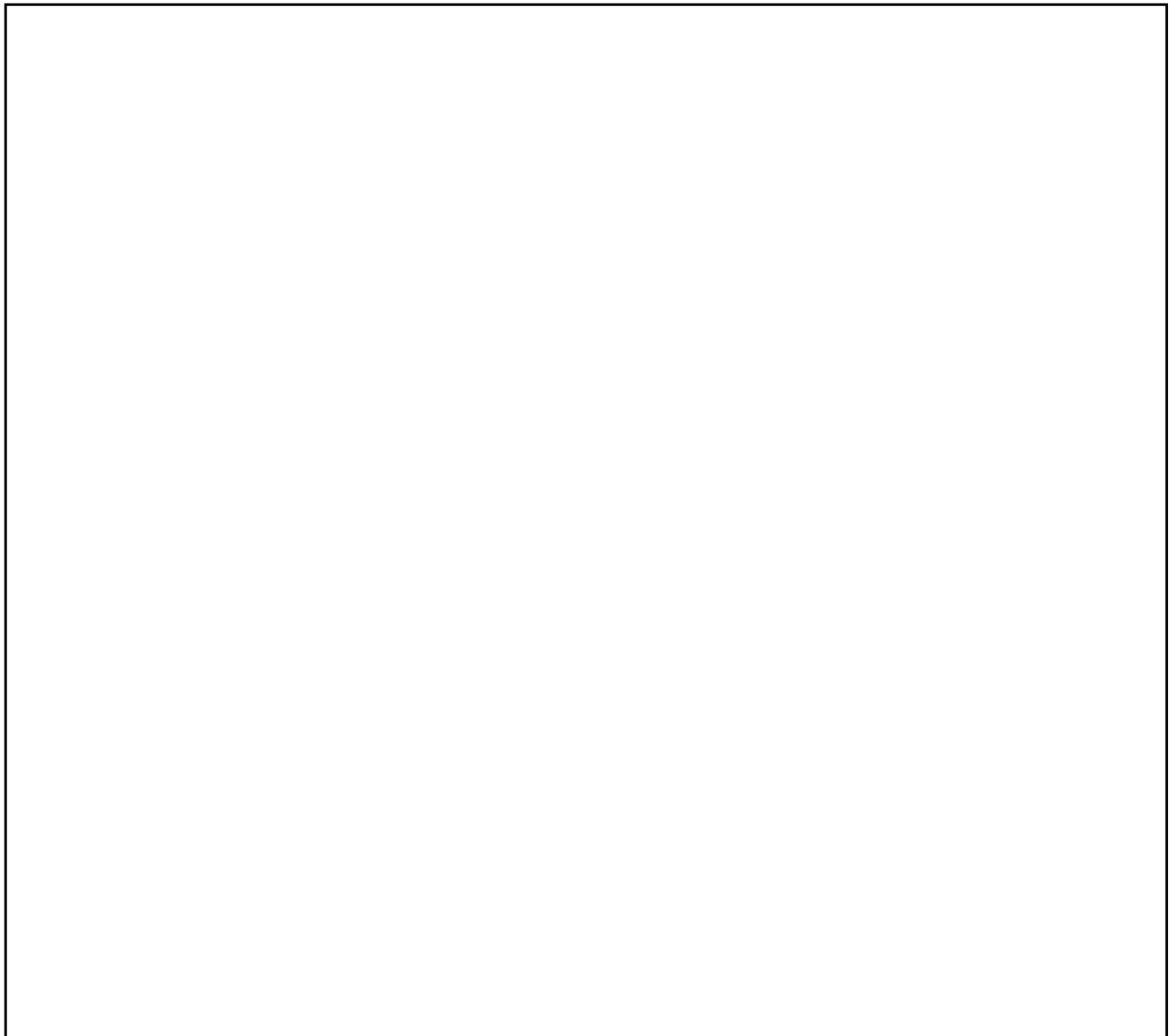Based on *Scribble Witch: Notes in Class*, by Inky Willis

1. <u>How does your pencil topper match the ideas and wishes from your customer research?</u> e.g. this could be using the most popular colour suggestion or animal character.

2. <u>What three things do you think are really great about your pencil topper?</u>

3. <u>What was the making process like? Was it easy or tricky? Was there a part that didn't turn out as you'd hoped?</u>

4. <u>What two things would you improve if you made it again?</u>

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Product promotion:

In this final section, you can become a product marketer. Think about how you can promote your product so as many people as possible will buy it.

Packaging

Design what your product will be sold in. This could be a packet, a box or just a stand for people to select the item from. Think about making it eye-catching to the customer and try not to use plastic so your design is kinder to the environment. Consider if you will sell your product as a single topper or complete with a pencil.

Label any key features, such as a logo, slogan and customer information.

Pencil Topper Packaging:

You can make and design these nets to create your pencil topper box, or look online for further shape options:
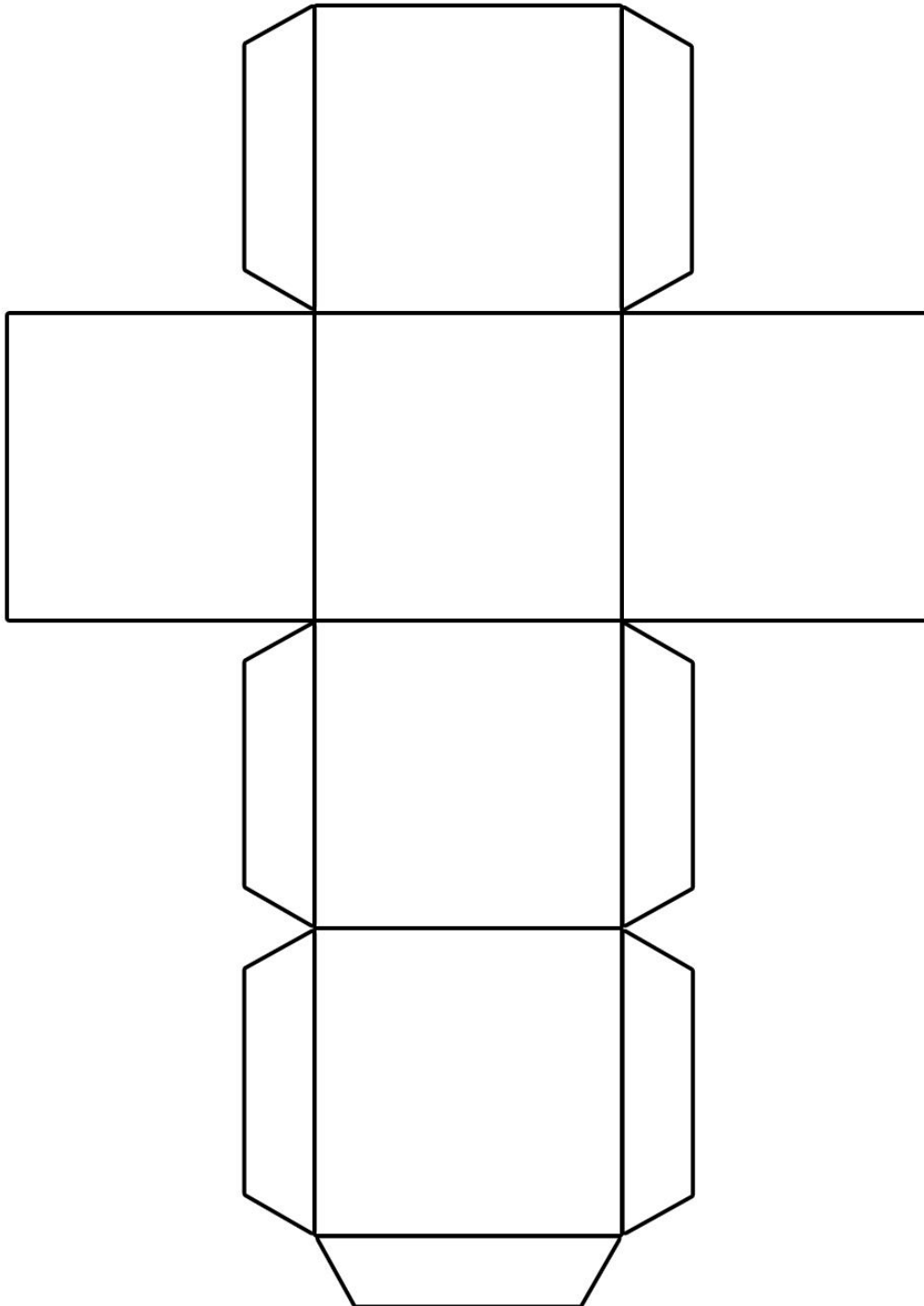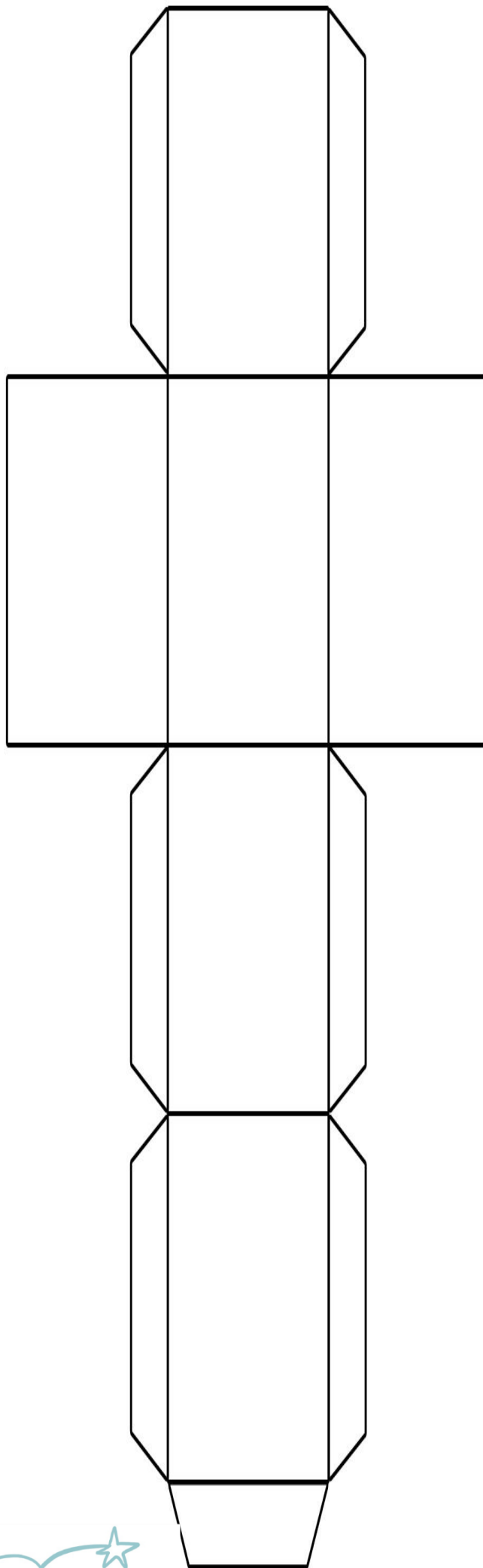
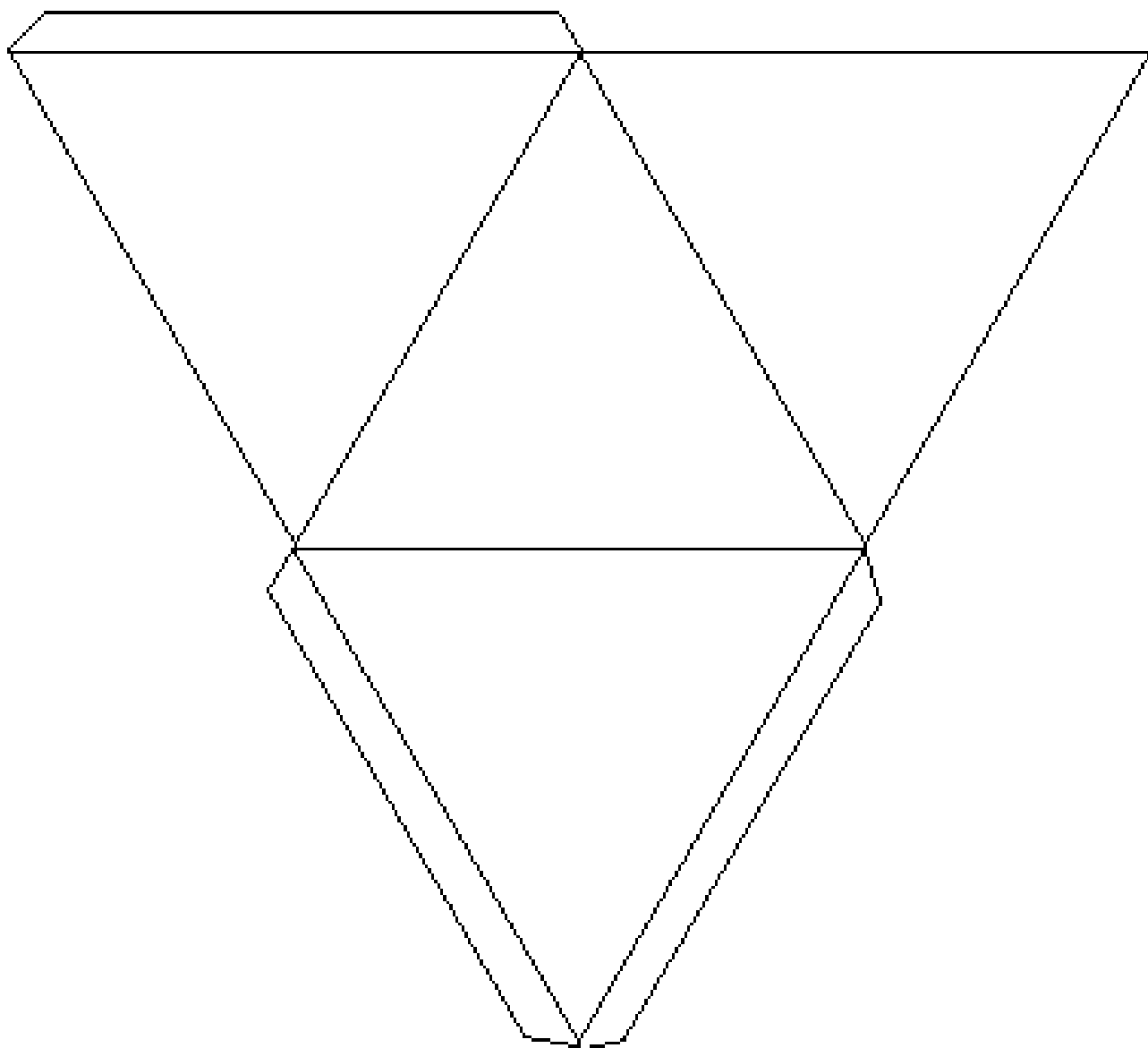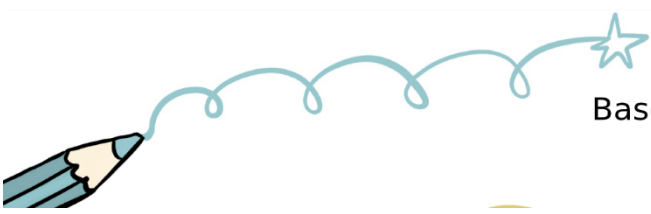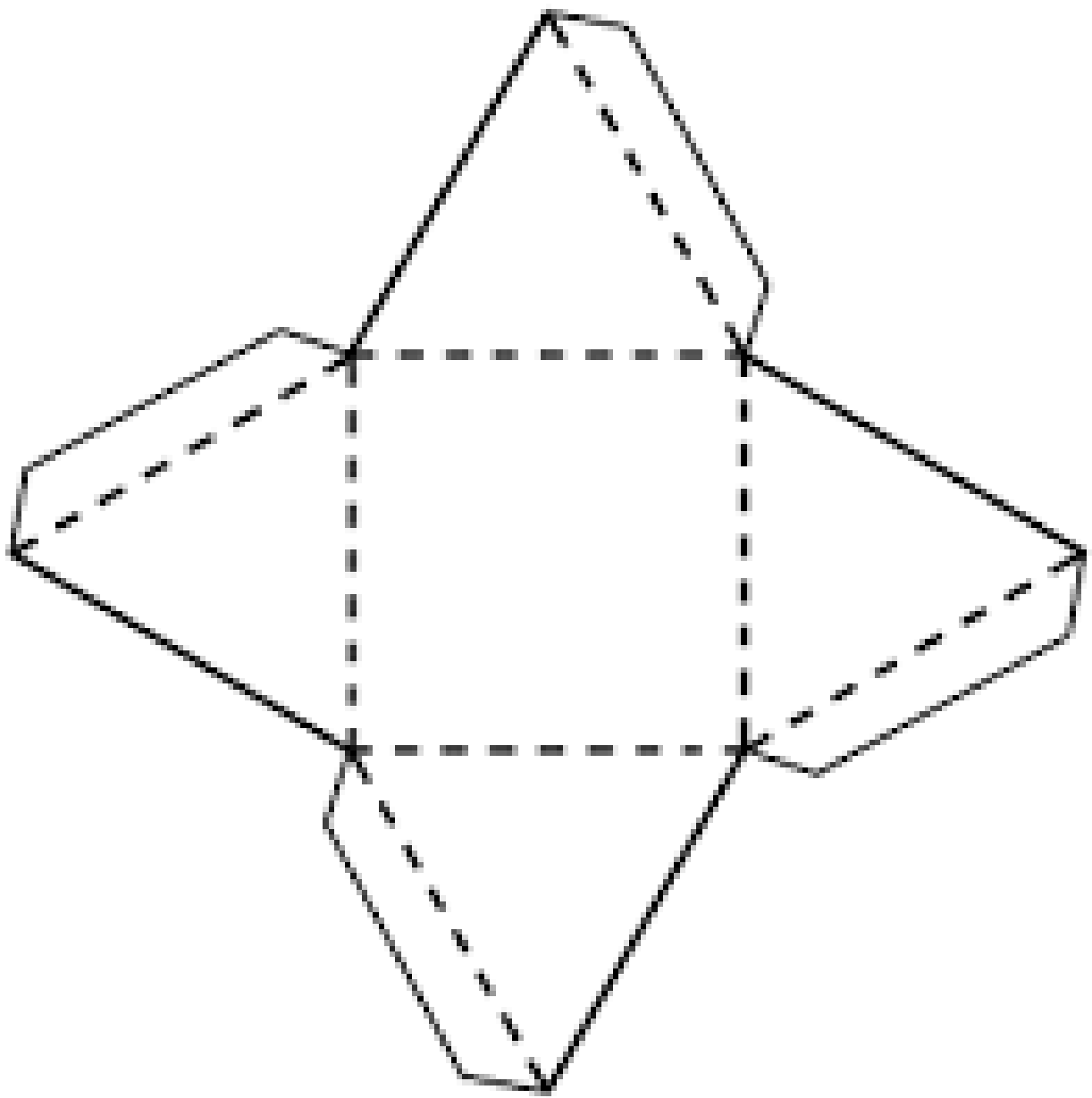Based on *Scribble Witch: Notes in Class*, by Inky Willis

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Advertising

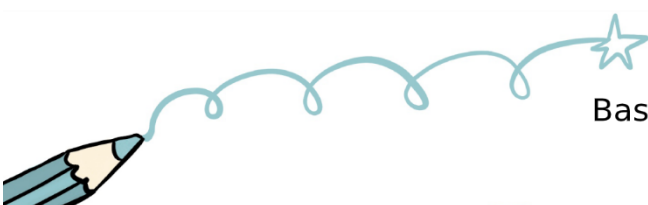Why not make an advert for your pencil topper? This could be a poster or maybe a video or vlog.

Try to include the following to really persuade your customer to buy it:

- a great product name
- a catchy slogan
- a description of special features
- show how the product works
- explain who this product is for
- price
- special offer
- state where they can buy it from

Ask an adult to post a picture of your work on social media so we can all share ideas. Use the hashtag #ScribbleWitch and tag @HachetteSchools and @_Reading_Rocks_ on Twitter, or Hachette Schools and Reading Rocks on Facebook, or HachetteKids and _Reading_Rocks_ on Instagram.

Or we'd love you to add a picture to the Reading Rocks gallery at:
https://padlet.com/readingrocks/ScribbleWitchLearning

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